

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Special Meeting
Monthly Arts Square Fair Subcommittee
Friday, March 21, 2014
8:30 a.m.
Minutes**

Present: Chair Janet Jones, Kim Bova, Katie Delany, and Connie Neal

Staff: Cynthia van Zelm

1. Call to order

Janet Jones called the meeting to order at 8:35 a.m.

2. Public comment

There was no public comment.

3. Approve minutes

Kim Bova moved that the minutes of the February 21, 2014 meeting be approved.

Connie Neal seconded the motion.

Ms. Jones noted that on page 2, under item 8, next to Note: "Ms." should be changed to "Mr." The minutes were approved with the noted change.

4. Status of Premier sponsor

Ms. Jones and Cynthia van Zelm recapped their efforts to secure a sponsor for the event. To date, a sponsor has not been committed, although there are requests pending.

The question was asked what we do if we don't get a premier sponsor. Ms. Jones and Ms. van Zelm indicated they had discussed that possibility and had determined that, with a much reduced budget (mostly for ads and printing), limited funds could be found.

5. Update on logo

The flyer design created by Roxy Ryan has been incorporated into our marketing materials. Some adjustments had to be made to make it work for the logo and letterhead. We thank Miss Ryan and Barry Schreier for their efforts and look forward to receiving Miss Ryan's bio.

6. Publicity:

Press releases have been sent. A list of contacts will be attached to these minutes. Marketing materials will be printed once a sponsor is confirmed. **Kathleen Paterson will provide a list to the subcommittee for use in distributing flyers and posters.**

7. Status of application process

Ms. Van Zelm reported that seven applications have been received. By general consensus, the subcommittee decided to wait until after the March 28 deadline to follow up with artists. The

subcommittee also decided that if too few applications are received, then members will call artists who have participated previously in the Celebrate Mansfield Festival.

Kim Bova, Katie Delany, Connie Neal, and Janet Jones will meet on Thursday, April 10 at 3:30 in Conference Room C to review the applications.

8. "Day of" tasks

The subcommittee discussed the volunteer commitment during the Square Fairs. By general consensus, the subcommittee agreed that two people should be available. Ideally, one volunteer will rotate to next week and work with a new volunteer. Then the new volunteer will rotate to the next weekend (now experienced) and work with a new volunteer, etc. Ms. Jones noted that the premier sponsor may also want to have its employees represented, and they can work as volunteers.

9. Volunteer assignments

This will wait until we get closer to the event. The subcommittee agreed to think about potential volunteers. **Ms. Delany will put out a call to volunteers to her residents. Ms. van Zelm will add the event to the request for volunteers to Partnership committee members.**

10. Update on Traffic Authority:

Because Kathleen Paterson was not at the meeting, there was no update.

11. Meeting Adjourned: 9:10 a.m.

Next Meeting: Friday, April 25, 2014 (note: new date).

Minutes prepared by Janet Jones